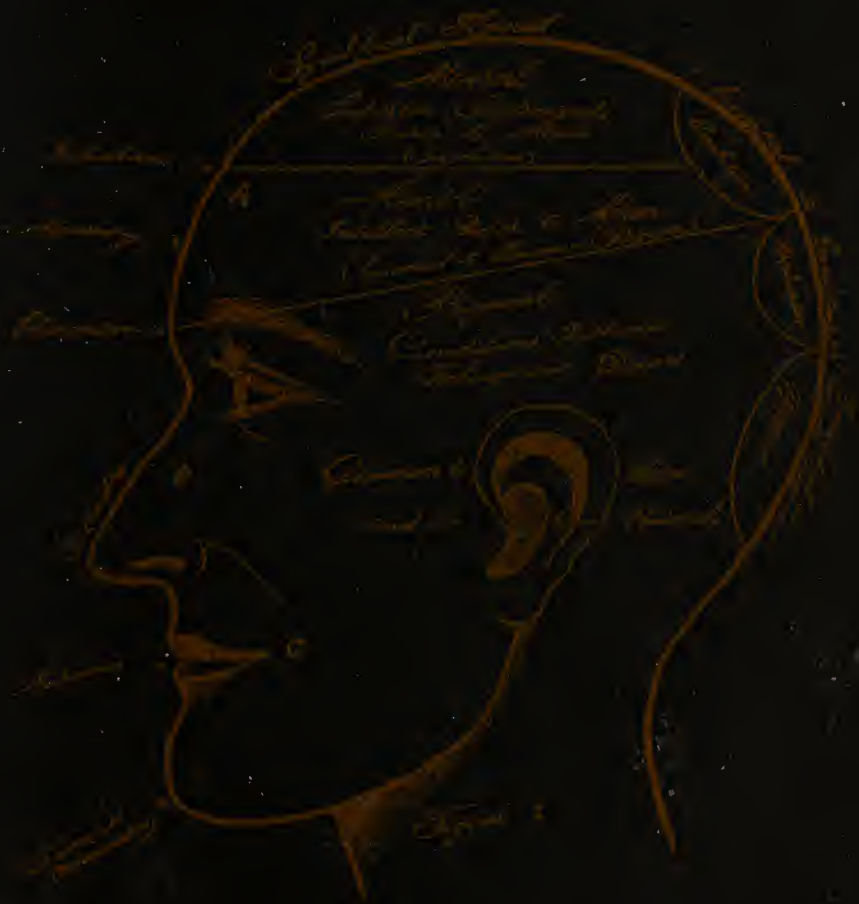


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# CHARACTER ANALYSIS

TEXT BOOKLET AND  
SELF INSTRUCTOR

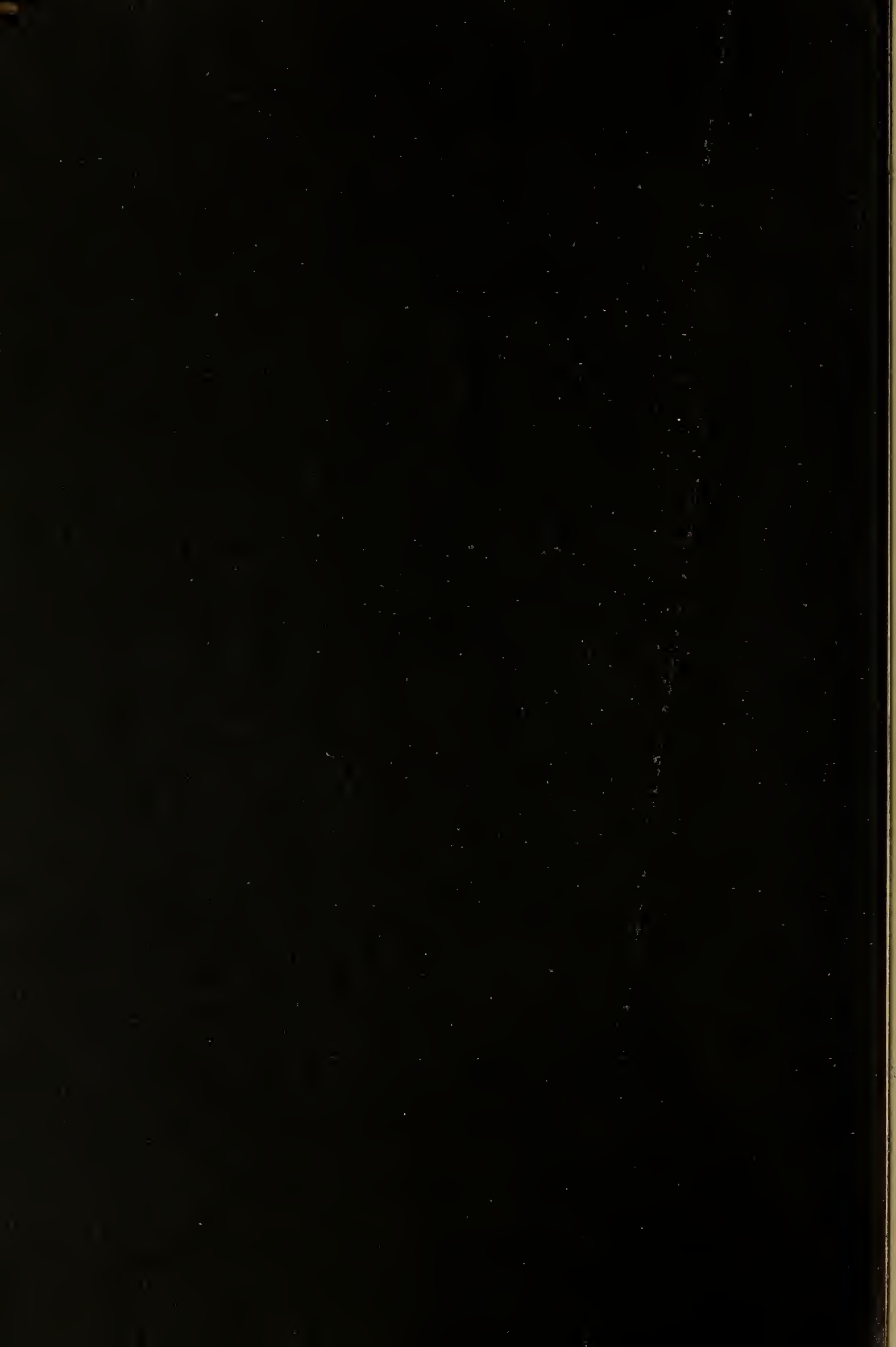


— BY —

JOSEPH BLUMENTHAL

*Contributing Functional Expert*

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The nervous system consists of the numerous white cords radiating from the brain or from the spinal marrow. These white cords or nerves are distributed to every part of man's physical organization.

Upon the healthy condition and vitality of the nerves all our manifestations, be they physical, mental, or moral, depend.

Intellectual or moral manifestation would be impossible without the instrumentality of the nervous system. It is by this agency that mental and physical impulses and operations are registered upon the brain cells.

Consequently all our efforts, whether for good or evil, are influenced through the vitality or impairment of the nerves.

They are generally distributed in pairs throughout the system and without their functioning, we could neither smell, hear, see, feel, nor taste; nor could we be conscious of any intelligence.

It is the province of anatomy and physiology to elucidate the truths of our physical constitution. We can in a booklet of this kind merely allude to its importance in the economy of man.

In the annex or supplementary classification of applicants for positions, as employees or executives, we in no wise claim to be fully efficient or expert in the technical business knowledge required for such an undertaking. Our claim consists rather in the systematizing of the outward indications and impressions we form of the head, face, body, action, voice, speech and other manifestations of individuals.

It is the physical, mental and moral equipment in which we are interested. Therefore, we do not away with the filling out of application blanks, nor do we ignore worthy credentials; but we admit that we expose the incompetent, the lazy, the dishonest, whether we find them in the ranks of applicants, employees, or employers.

This system is no longer in the experimental stage. For a number of years we have successfully demonstrated its utility to numerous institutions and business houses in the Commonwealth of Australia, in San Francisco, in Minneapolis and more recently in Chicago.

The method is strongly recommended as an improvement over the antiquated "HIT AND MISS" practices hitherto found in use in classifying or placing of individuals in the institutions of business, of industry, or in the various other callings of either men or women.

Furthermore, this little textbook should whet the appetite of those interested in our larger work, later to be published.

In the classification of the temperaments, we must give Dr. Stewart's valuable work on "The Temperaments" credit as equal to any as yet published. We have purposely condensed this booklet into ten practical lessons not difficult to demonstrate by the intelligent teacher and easily assimilated by the student. The information contained therein can be verified by all those who will take the trouble to observe and do some thinking for themselves. It is furthermore supplemented by a "Chart" and a classified summary of the mental and physical characteristics necessary in applicants and executives for various positions in the commercial world.

This little booklet is not the result of academic learning, it is merely the result of our individual experience during many years of practical observations in many lands.

The reader must not believe that the mere perusal of these pages will render him expert in the science and art of character reading. To do so would be tantamount to the belief that pepper and salt are capable of being relished without the meat. Books in this case constitute merely the condiment, while practical observation is the meat.

Character analysis necessitates research work, critical observation to discriminate between what may be merely unwarranted opinions and what may constitute facts. Any normal man or woman of average ability can train his or her power of observation if he or she so desires.

Character analysis is not a child of the imagination and mere dreaming will not assist it. It necessitates intelligent association and intercourse with our fellow beings.

Firstly we have to consider man's propensities as in common with the lower animal creation; and for that purpose we have to divest him of all his artificial ornamentation.

As the highest order of vertebra animals, man's framework consists of a skeleton whose upper expanded portion of the vertebral column, comprises the cranium and the face. The bones which compose the skeleton constitute the solid foundation upon which the whole process of man is built, and any malformation of these bones is certain in some manner, to be a handicap in his physical operations.

Furthermore the stronger the skeleton, the greater is its probable durability as the physical foundation of man.



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## PREFACE.

Success in Character Analysis can only be obtained by the adherence to habits of personal observation. In Character Analysis we must neither presume nor assume opinions without due personal investigation. No mere reading of books or hearsay evidence will give the student success. Steady and intelligent devotion to the subject will be one of the pre-requisites in the verification of truths contained in this little textbook.

Nearly forty years of scientific research work in many lands among civilized and uncivilized peoples, under various circumstances and conditions, during which time we have had ample opportunities for the verification of our personal observations, has rendered possible our efforts in this direction. Having convinced others, that our observations and impressions needed only to be properly classified to become a valuable asset to the honest and intelligent inquirer. We have undertaken the work of classification and we submit the same herewith.

These lessons are offered to the public with a view of furthering scientific observation in business methods, and in such a manner that the individual cannot be considered a mere pawn in the game, or so-called cog in the wheel of progress, but as a human element worthy of every consideration. In compiling our views of different types of people we simply have put down the results of our experience during the many years of our personal research work, most of which has been gathered at personal risk and from sources we now consider unapproachable and unknown to the merely academic student or to the general reader.

It is one thing to read about a subject, but quite another to go to the fountain head for your information.

Our sojourn amongst the most primitive types of people, our having shared for a number of years in both their joys and their sorrows, and the opportunities offered thereby to substantiate by personal contact and observation, all we are desirous to have the reader know, cannot but enhance the value of the information thus obtained.

# CHARACTER ANALYSIS

TEXT BOOKLET AND SELF INSTRUCTOR

—BY—

JOSEPH BLUMENTHAL

*Consulting Vocational Expert.*

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## THE MIND IS THE MAN.

The body is simply the instrument through which the mind manifests itself. The mind is manifested through numerous organs. Each is primary and independent in its function, doing its own work, and not doing the work of any other. Each of these powers is manifested by or through a particular nerve, faculty, or portion of the brain.

Different individuals possess mental power in different degrees. One possesses ten talents, another five, another one. Each mental power grows stronger and becomes more skillful by proper exercise.

Our accountability is just in proportion as we make a good or bad use of these talents. Each mental power was created for the purpose of doing good, and was intended to be so used.

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The scale for marking the relative strength, activity, and development of the physical, mental and moral characteristics is from 1 to 4. Figure 1 means small; 2, fair; 3, full; and 4, large.

When a characteristic is half way between two figures it is represented by two figures as 3-4, or 1-2. In such cases the medium between the two will be right.

C stands for Cultivate.

R stands for Restrain.

# ANALYTICAL CHART

OF CHARACTER AND ABILITIES

—BY—

JOSEPH BLUMENTHAL

*Consulting Vocational Expert*

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Date.....

Name .....

Age .....

Nationality .....

## Temperament.

Mental (or Nervous).....

Sanguine .....

Bilious .....

Lymphatic (or Excessive Vital).....

---

## PHYSICAL CHARACTERISTICS.

Conditions, Instincts, Feelings and Desires Common to Man With  
the Lower Animals.

1. Health .....

2. Activity .....

3. Organic Quality .....

4. Observation .....

5. Sexual Desire .....

6. Attachment to Home.....



7. Parental Love .....
8. Appetite for Food.....
9. Aggressiveness (To Oppose or Attack).....
10. Destructiveness (Desire to Destroy).....
11. Friendship .....
12. Acquisitiveness (Desire to Acquire).....
13. Secretiveness (Propensity to Conceal).....
14. Cautiousness (Circumspection) .....
15. Determination (Firmness) .....
16. Love of Approbation (Desire of Approval).....

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## MENTAL CHARACTERISTICS.

### Intellect Proper to Man.

1. Activity .....
2. Causality (Reasoning) .....
3. Comparison (Discovers Analogies or Resemblances).....
4. Memory (Observation of Events, etc.).....
5. Calculation (Number) .....
6. Language (Fluency of Language).....
7. Color (Conception of Color).....
8. Imitation (To Copy).....
9. Wit (Humor or Mirth).....
10. Individuality (Ability to Detail Objects).....
11. Imagination .....
12. Tune (Love of Music).....
13. Time (Perception of Duration).....
14. Locality (Perception of Position).....

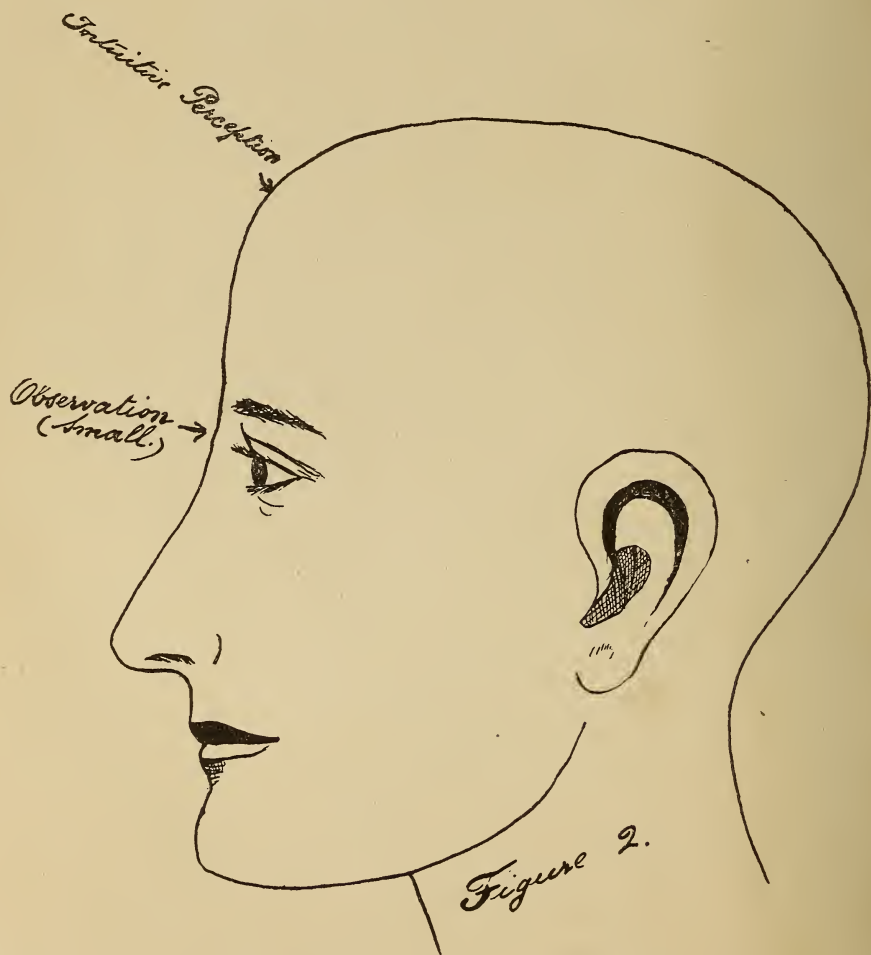
15. Constructiveness (Originality or Ability to Construct or Invent) .....
  16. Order (Neatness or Method).....
  17. Tactfulness (Adroitness in Doing or Saying Exactly What Is Required by Circumstances).....
- 

## MORAL CHARACTERISTICS.

### Superior Sentiments Proper to Man.

1. Conscientiousness (Sentiment of Justice) (Honesty).....
  2. Benevolence (Sympathy or Generosity).....
  3. Loyalty (Faithfulness) .....
  4. Spirituality (Conception of the Wonderful).....
  5. Veneration (Sentiment of Veneration) (Reverence).....
  6. Ambition (Self-Esteem) .....
  7. Optimism (Cheerfulness) .....
  8. Hope (Tendency to Expect).....
- Vocational Aptitude .....
- Ability .....
- Desirability .....
- Special Remarks: .....





## THE PHYSICAL, MENTAL AND MORAL EXPRESSIONS OF CHARACTER.

### Lesson 1.

When we undertake to deal with the intellectual processes of man, we remain confronted with those tendencies which man has in common with all animal creation. We cannot even look upon him as moral, apart from his physical and intellectual being. His physical, intellectual and moral attributes are so closely interwoven and interrelated, that it is absolutely impossible to say where the one begins or the other leaves off, although we can tell by external indications, which of them exercises a predominating influence over the individual being studied. In other words, external indications reveal whether a man is apt to be controlled by his animal instincts, or whether his intellect is the controlling factor for good or evil.

We are aware that the intellect can influence our actions for good or bad. The right use of the intellect is associated with right conduct, stimulates right living and promotes morality.

To what degree an individual is moral can largely be determined by his characteristics, as expressed externally by the form and appearance of head, face and body. The "HUMAN NATURE" student, however, is especially reminded that no single sign in itself will either make or mar an individual. It is only in their relationship to each other that the true value of such indications can be ascertained.

For instance; because a man may have a certain twist in his nose, constituting a deviation from a straight line, does not necessarily make him out a crook. But if in association with such a twist, he has other malformations, the evidence, although circumstantial, becomes strong enough to believe that such an individual may be tempted from a straight or normal course. Such a deviation may be the result of inherited tendencies predisposing the individual to subnormal conduct or rendering him subject to temptations from which his more favored brother may be comparatively free.

But, as most of man's thoughts and actions in life are influenced by his environment, and as from our viewpoint environment exercises such an important function in all man's activities; we



must get to the root of his disaffections before we can suggest a remedy.

Therefore we maintain that the main cause of man's disabilities is the result of a lack of proper understanding of the laws and conditions which regulate his being, rather than wilful disobedience of the same.

Here, the necessity of maintaining healthy physical conditions becomes at once apparent. Any excess or abuse of the physical body will weaken the foundation and reduce the quality of the blood necessary to nourish the brain cells. Inasmuch as the physical nature of man embraces the functions of respiration, circulation and nutrition, it will be evident that any scientific teaching to be helpful, must recognize the importance of a healthy and vigorous physical organization as well as proper environments as conducive to mental and moral fitness and progress.

It is true the brain worker often does an immense amount of mental labor despite adverse physical conditions, but it cannot be maintained that an equal amount of brain work could not have been accomplished, and with more gratifying results to the individual, if better physical conditions had been established. The mental or intellectual capacity can best be ascertained by observing the shape and form of the head and face. Remember, it is of greater advantage to have a well formed head of average size, upon a healthy body, than a large head upon an emaciated bodily frame-work. It is strictly necessary to take cognizance of that part of the head and face as illustrated by sub-joined diagram.

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## INSTINCTIVE PERCEPTION.

### Common to Man and to the Lower Animals.

During many years of travel and scientific research work amongst the aborigines of Australasia; in particular amongst those of South Australia and Northwestern Queensland, as well as in New Zealand, we have invariably noticed amongst the adults and more matured members of tribes, a more or less noticeable projection of the skull bones above the eyes.

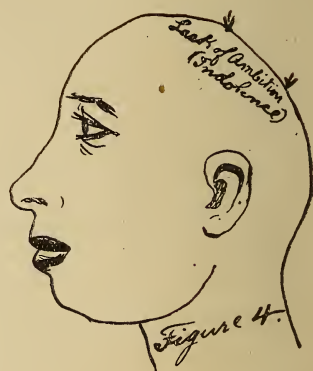
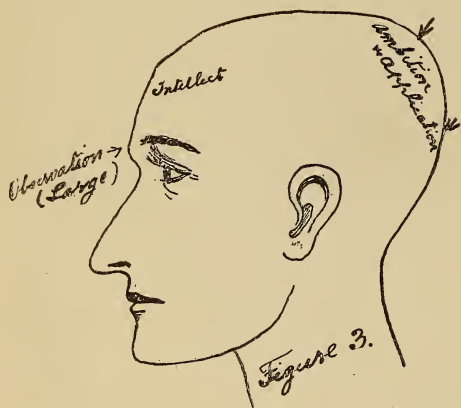
The more primitive the individual the greater such projection. It gave them a distinctly animal appearance and keenly observant look. However, that projection was minus the rounded muscular swelling generally well defined and noticeable in the more civilized,

educated and experienced Caucasian, if the latter be of the "observant type."

Evidently that portion of the brain, above the root of the nose and directly over the eyes, an inch or more upward, indicates the power of observation in the individual. The greater such projection, the greater the aptitude for practical observation.

A greater or less depression will be visible in those who are defective in the power of direct observation. There exists a decided distinction between direct observation and the power of intuition. The former is objective and has to do with things seen through the medium of the eye, while the latter constitutes a higher form of mentality common to mankind only.

Therefore to look for the instinctive power of observation that we possess in common with the lower animal creations is to observe the projectional evidence. We here merely state a fact easily verified by the intelligent observer. Figure 2 indicates a depression or lack of power for direct external observation. The intellectuality of man is outwardly expressed by a well shaped forehead, which must not be contracted nor on the other hand too projected. Both quantity and quality must be there; otherwise a lack of harmony will manifest itself between the mental and physical operations. The expression of the moral tendencies is largely relative to the harmonious relation and activity of mind and body. The utilization we make of the functions of the body and brain will leave its mark upon bone and muscle, and by repeated action, will find expression in the outward form of head, face and body. Such outward expression, corresponding to the habitual thoughts and actions of the individual, will in time become indelibly fixed and capable of being easily interpreted by the observant student.



## HUMAN TRAITS AS INDICATED BY THE FORM OF HEAD, FACE AND BODY.

### Lesson 2.

There are three distinct types of heads under which all mankind can be classified. They are the LONG HEADS; the BROAD HEADS; and the MEDIUM HEADS. By a long head we mean a head whose length from the root of the nose, to the occipital bone at the back of the head exceeds the width of the head from ear to ear. A broad head constitutes a head, whose diameter from ear to ear exceeds that from the root of the nose to the occiput at the back of the head, while, a medium type of head consists of a rounded form of head which is neither elongated nor broad. As no two heads or faces are exactly alike, no two can be interpreted alike, therefore, resemblances of head or face do not imply identity of character or ability, although there may exist similarities in certain tendencies. It is by the contrast that one individual bears to another that the true character can be established.

Scientific investigation has revealed the fact that the millions of brain cells with which a human being is endowed at birth, do not multiply but merely expand. Therefore it is of primary importance to carefully observe the direction of such expansion. For instance a long headed person with a narrow forehead can more easily concentrate than a broad headed person with an expansive forehead. The long headed, contracted or narrow forehead, will show evidence of greater tenacity and directness of purpose. Such a type of individual, if healthy and muscular, will make a good manual worker and capable of giving satisfaction in any ordinary occupation where muscularity is necessary. It is otherwise with the muscular broad headed type; he may be a good worker and schemer at the same time, or, a great schemer and less of a worker, all dependent upon what his cerebral expansions are in other directions. The medium type or round form of head is productive of more equable tendencies, but less pronounced characteristics. Its generally well shaped form, yet less defined expression, will harmonize with a more or less well developed physique, associated as it so often is with a full form of body. It is a type that evidences

a good share of vitality and a desire for physical indulgences and domestic comforts.

Let us for a moment look at Figure 1. Here we have a profile divided into three equal parts, respectively called, A, B, C. In A, which corresponds with the intellect or reasoning faculties and intuitive perception of man, can be seen at a glance the great necessity of a good mental development. Part B represents the energy, such as is generated by a healthy circulatory and respiratory system. Part C represents the animal tendencies or nutritive system. An equal development of these three divisions constitutes a perfect balance of head and face. Yet this perfection can only be symbolical. Human nature not being a mathematical proposition, our aim is merely to approximate as nearly as possible towards the attainment of such harmonious condition. Therefore, in ascertaining how far or how near any particular individual approaches this standard, we claim that the preponderance of Part A over B, indicates mental or intellectual tendencies. A preponderance of B denotes energy, while a preponderance of C indicates a keen relish to gratify the animal appetites.

We cannot too strongly emphasize the necessity of taking the form of head into consideration in conjunction with the face; inasmuch as the head indicates to a greater extent the possibilities in an individual.

While the face expresses merely the past and present mental and physical operations, the head indicates latent possibilities.

Utmost care must be exercised not to permit one's feelings to cloud his judgment. We are compelled to strictly adhere to what we see and not to permit sentiment to sway us into error.

### **Heads That Are Large and Heads That Are Small.**

A man may possess a very large head and be a decided disappointment as to ability either mental or physical; while another man with apparently smaller cranium will show evidence of greater intellectuality and vigor. The reason for this is that size alone does not prove the quality of the brain within the skull. Here, certain distinctions become evident: First, the direction in which the head shows the greatest expansion. Next, whether the circulatory and nutritive systems of the individual in question are in a condition to supply the brain cells with healthy blood. For all ordinary purposes external indications of head and face will enlighten the intelligent observer. Nearly forty years ago we had many opportuni-



ties of measuring the heads both male and female of the aborigines in various portions of Northwestern Queensland. In those days most of these tribes were addicted to cannibalism and may therefore be considered as an example of the most degraded and depraved of primitive types.

There and elsewhere we have made thousands of measurements of both civilized and uncivilized peoples during investigations in many lands, and after the most careful classification to get at the facts, we attained the following results: It was not at all unusual to find males whose heads had a circumference of twenty-four inches, while the average was twenty-two and a half to twenty-three. We may mention here that allowance must be made for their hair, which in both sexes was profuse and of a coarse texture. Howsoever, the greatest expansion was above and backward from the ears. The head was generally broad from ear to ear, but with the upper portion of the forehead somewhat contracted.

As we remember them we cannot say that they were physically superb, living as they generally did in arid portions of the country, their habits were nomadic and their food the kangaroo, the emu, snakes, roots and occasionally human flesh provided during the course of their tribal fights.

A head bulging above the ears and also in a direct line with the outside angle of the eyes, has the instinct of self-preservation more strongly developed than the narrow, less expansive type.

The former are more easily commercialized, or rather, they have greater aptitude to appraise their services. It does not matter whether they are artisans, tradesmen, professionals or mere laborers. They may all be practically "tarred with the same brush" as far as their interest in getting what they believe they are worth is concerned. It is this self-same instinct or propensity, which if not under proper moral control, is apt to eventuate into misdirected energy. While those, in whom this self-preservative instinct is weak, are apt to be commercially handicapped unless some one looks after their material interest.

On the other hand those with a narrower head above and in front of the ears will generally show less animal vigor, be more easily satisfied with the little they possess and often more human in their tendencies.

In our penitentiaries we have both of these types well represented, viz: The over anxious ones who want to get what does not belong to them and the weak ones whose lack of self-preservative

instincts renders them prone to fall by the wayside. Figures 3 and 4 represent the ambitious and energetic, and the lazy and unambitious. A glance at either reveals the story. Figure 3 illustrates the upper back portions of the head that is well formed although somewhat projecting. It is in this upper portion of the back head that we must look for ambition and application, in either the mental or physical worker.

In Figure 4 the upper back portion of the head is depressed and such depression indicates a lack of ambition and application.

The beginner in the scientific study of human nature must not form any hasty conclusions, as it is here that a little learning is apt to become dangerous.

## HUMAN TRAITS AS INDICATED BY THE FORM OF HEAD, FACE AND BODY (Continued).

### Lesson 3.

Most people, whether they are business men or otherwise, rely upon first impressions. In many cases these first impressions become fixed and permanent; something they cannot exactly define influences them for or against a person.

In fact many persons have a feeling of disappointment if their preconceived opinion of an individual does not materialize.

We will not dispute that first impressions may be relied upon to some extent where other methods are not at hand, and we must admit also that we repeatedly come into contact with successful business representatives and executives who are adepts in the handling of people.

Nevertheless there are few people who have as yet learned to classify their impressions correctly, and that is what "CHARACTER ANALYSIS" amounts to. Facial expressions and head-formation are more closely connected than twin brothers. A good face in a young man or woman does not necessarily denote a good formation of head, and what we term good looks are often exceedingly deceptive; besides character cannot accurately be defined without taking into consideration the form of head, face and body—the composite whole.

We will here introduce a few definite rules for those who have the hiring of help, either male or female.

The first thing necessary in the employer is to know what he wants. A considerable number do not. The next thing is to have system in getting the help you need. Remember as long as human nature is what it is, there will exist no system that does not once in a while bring in or include a human "lemon." And it is because a scientific system reduces the possibility of accepting such human "lemons" that these rules are formulated.

The very first rule in the employment of help must refer to the health condition of the prospective employee. The next rule is to see that the employee can work under conditions which will permit the maintenance of proper health conditions. Adequate remuneration for service rendered will often put a bloom into the

cheek where we now see pallor as its chief asset. Where the middle and back portion of the head is well projected it is a sign of a desire for domestic comforts such as home-life should provide. Consequently the individual with the well developed back head will more readily settle down or adjust himself to an indoor business life and conditions than the one who is lacking in posterior head projection. The non-projecting straight up and down type of back head may belong to an otherwise estimable individual, but his adaptability for indoor pursuits is only secondary.

It is of great importance in selecting salesmen for an employer to know which of two salesmen will make the best local man and which the best road man. Under the old hit and miss method months are required before the employer finds out whether the particular salesman is a fit or misfit. It is also noteworthy that the straight up and down headed peripatetic kind of salesman does not take so kindly to domestic responsibilities, whatever else his merits may be. Hence he may make a better satisfied and more effective road man of any kind, than his more domestic type of brother would.

In the selection of clerical help a fair development of intellectuality is necessary, therefore a full development as in Figure 1 Part 1, will indicate the desired proportion. When the length of the face from the root of the hair to the root of the nose is less than the length from the tip of the nose to the tip of the chin there exists less evidence of the requisite aptitudes. However, the employer must not forget that no one trait or indication is sufficient evidence in itself for or against an individual. Only as such a trait is associated with other characteristics does it bear final evidence for or against a person.

We will here give certain facial indications which when taken in conjunction with the head formation may be considered as reliable indications of an individual's tendencies and abilities in any particular direction. Physiognomically the nose is one of the most important factors in character analysis. A good nose may be either long, short, or broad, or may be Roman, Grecian, or Jewish in profile. But beware of the badly twisted or crooked form of nose if not so deformed through accident. Study such an individual carefully. He may have strong good points counterbalancing the unfavorable nose indication or he may not have them.

A long nose is a great asset to a good intellect, as it indicates shrewdness, discernment and often tactfulness, three qualities not



## EARS—WHAT THEY INDICATE.

### Lesson 4.

Musical talent, inquisitiveness, plotting, appetite, as well as certain degenerative tendencies have their particular ear-mark.

A well shaped, nicely rounded ear is superior in musical ability to an ill-shaped, coarse, and ragged looking ear.

An ear somewhat projecting is quicker in the reception of sounds than one that is not projecting. An ear whose upper end is square and large denotes a less fastidious appetite than the smaller and more delicately formed ear. Longevity, that is generally associated with good digestion, is indicated by full and elongated lower lobes.

The square overlapping ear is often that of the cunning plotter. Such ears are coarse and show no refinement. The upper half naturally tips or "lops" over toward the front as if mis-shapen from wearing a large hat crowded down upon them. They are not however to be confused with the latter. The general appearance and also the other noticeable characteristics will indicate the type.

### Mouth, Lips, and Teeth.

A large mouth when associated with a clear, open and prominent eye is a sign of a fluent talker, while the smaller mouthed individual will as a rule be less versatile in verbal expression. Good digestion is often equally expressed by a capacious mouth.

Where the outer corners of the mouth turn downward it indicates a less optimistic disposition than where the corners of the mouth take an upward turn. The sneering type of mouth indicates both contempt and jealousy.

The lips denote affection or love in either a demonstrative form or of the more conservative kind.

Thick prominent lips when associated with strong animal tendencies, such for instance as is generally connected with a large back head, incline the individual to oscular demonstration, and that not of a delicate nature either. Where the mouth is well formed and where neither the upper nor lower lip protrude, it denotes a more easily controllable nature.

Narrow lipped people are more conservative and less demon-



strative in their affections than those possessed of the heavier form.

Where the middle of the lower lip is red and has a downward bend it denotes fondness for children.

The affections generally have their foundation in the love principle inherent in every well constituted human being, and the lips are simply an instrument of expression, and like other instruments may be intelligently used, or misused.

We may here add, that all those lip indications will serve as a guide in the hiring of both males and females. Any particular looseness of either mouth or lip formation will often accentuate a possible moral defect. Bad character is often indicated by a "broken," ill-shaped mouth. The teeth, when not artificial are characteristic of the habits and health of the individual. Short, regular, clean white teeth, indicate better physical condition and digestion than long irregular fang-like protuberances. As far as the teeth are concerned our modern habits of living although a very fruitful source of income to the dentist, cannot be compared with those of the primitive man, whose culinary methods are so simple and effective in the healthy conservation of his teeth.

### The Chin.

The chin denotes characteristics of a physical nature. A well-formed rounded out chin is a sign of good nature, and if associated with somewhat protruding but well formed lips, it indicates a love of physical enjoyment. A square strongly formed chin and jaw are indicative of firmness and resolution of purpose. A small, weak, pointed chin indicates a correspondingly weaker physical manifestation. Elongated, sharp chins are as a rule associated with cautious, money-saving and order-loving dispositions.

All these facial characteristics must be taken in conjunction with the form of head and body before they can become a true final index of a person's character and disposition. If it were not so, "HELL" would not be large enough to accommodate us all; as it is the man who can keep straight and honest in the face of temptation that is the man worth while, and that more so than the one whose environment and position do not subject him to it.

### The Hair and Eye-Brows As Indicative of Character.

The hair is representative of physical vigor. People whose occupation is of an outdoor nature have generally a more healthy and vigorous growth of hair than those whose life is mostly confined to indoor work. Intemperance of any kind is detrimental to

the hirsute growth. The color of the hair whether black, red, brown, etc., is a temperamental inherited trait or pigmentation. We of course exclude all artificial products, "peroxide blondes," etc. from this consideration. Strong, wiry, coarse hair is generally associated with a more robust constitution than thin, fine hair. A lack of hairy head covering does not necessarily denote a brainy man, although the excessive mental activity of some brainy men often prevents them from developing anything else but brains. Many faddists and eccentrics wear their hair long, which is merely a sign of their singularity and in no way accentuates their mental capacity. People whose hair is straight, as a rule show less flexibility of character than those with wavy or curly hair. Kinky hair indicates primitive ancestral tendencies.

Eye-brows like the eyelashes act as a protection to the eyes. Where the eyelashes are an impediment to the accumulation of foreign substances in the eye, the eyebrows shade the eyes. Therefore straight, close to the eyes, bushy eyebrows are apt to assist mental concentration and are often seen in scientists who are occupied in minute investigations. Eyebrows an inch or more high up from the eyes belong to the more fickle and volatile characters. Eyebrows that meet give an otherwise pleasant face a gloomy appearance, but with a good face, they in no way predict either a lack of ability or a bad character. On the other hand they do signify something sinister in connection with a badly shaped head or face.

An absolute lack of eyebrows or very weak eyebrows signify a weak spot in the physical constitution, rather than any lack in the mental attributes.

## THE HAND AND HANDSHAKE AS INDICATIVE OF CHARACTER.

### Lesson 5.

The hand and handshake are significant and expressive of the energy or indolence as well as the feelings of the individual.

The hand by its form, size and texture is indicative of the energy or lack of energy physical or mental in the individual. There may be more physical power associated with a large type of hand and yet if that large hand is soft and flappy it would be vain to look for much energy in its possessor. On the other hand, the hand might be small and firm and by its firmness of texture give evidence of energy.

A hand that is long, with elongated fingers and whose texture is fine will not only have a longer reach, but will be able to do delicate work whether mechanical or otherwise. Such a hand if associated with an elastic conscience may be flexible enough to find its way into the wrong pocket. The broad short hand will naturally express itself in a shorter grasp, but it may not necessarily belong to a more honest man. A short hand whose texture is firm, with short knotty fingers indicates physical strength and is the hand of an energetic worker, whatsoever his occupation may be.

A short, broad hand that is soft and with short flexible fingers is generally associated with clerical and literary ability.

A smooth, elongated hand whose finger joints are not strongly developed and whose fingers are tapering to a point, is generally associated with a highly imaginative but a less practical person.

A strong muscular hand is the hand of the energetic and determined man, one who believes in action. Thin, delicately formed hands, whether long or short denote greater mental than physical vigor.

THE HANDSHAKE expresses the feelings and may be considered as either a token of friendship or of absolute indifference. It all depends upon the underlying motive. As a rule a firm, hearty shake is demonstrative of greater friendship and sincerity than the mean, slippery eel-like touch.

The snake-like touch of the extremely selfish, is a so-called "one to you and ninety-nine to me" manifestation. Then we have

the one finger at a time sort of individual, who has neither time nor manner to pay much attention to anything but his mustache. Beware, on the other hand of the fellow whose handshake is a painful pressure of your digits, as his interest in you is apt to become too keen for your liking, and generally belongs to a personality that appeals to you better at a distance and should be kept safely there. An honest, warm hand-grasp or shake never fails to make its impress on the generous hearted, although it often exposes the hypocrite.

**THE WALK.** The walk as an indicator of character is a peripatetic index of the mental and physical vigor of the walker, also a running illustrator of the mental attitude that the walker is in, at the time of observation. Mental or physical activity, honesty, ambition, all have their special signs so that "he who runs may read" at a glance, him who walks.

We do not lay any particular stress upon the walk as evidenced by an occasional peripatetic effort of a professional pedestrian, but the habitual gait of the man or woman we meet on the streets, or anywhere where mortal beings are wont to assemble, is a very useful indication of personality and character. Observe the systematic, measured gait of the lymphatic judge or indoor business man; and compare it with the nervous, brisk trot of the outdoor business agent. Note the heavy, laborious walk of the honest toiler, be he laborer or mechanic; then witness the stealthy secretive walk of the professional thief, or the slovenly shuffle of the laggard and idler.

The individual gait of all these, betrays the attitude of mind associated with each particular walk.

We naturally do not include in these descriptions the unsteady walk of the drunkard nor the shambling or jerky gait of those afflicted with brain and spinal disorders.



## BETRAYAL OF CHARACTER AS ONE TALKS, LAUGHS, OR SMILES.

### Lesson 6.

As the voice is an exponent of both human thought and feeling, as well as sentiment, its expression is oftentimes misunderstood. Primitive man whose vocabulary is very limited, expresses himself by sounds and gesticulations. But we must not confound the silly twaddle of the imbecile with the intelligent expression of the normal being. Consequently, any allusion to character as expressed by the voice is in connection with the average man or woman; and not with the exceptional vituperation of either the mentally unbalanced or the meaningless and unintelligible gibberish of the idiot. Primitive man who is more direct in his actions has generally a virile expression and less inflection to his voice. His methods and actions lack in diplomacy. In the most civilized and refined speakers directness of speech is far less evident. The tone of voice expressive of the man of action is less studied than that of the consummate politician. The tone of voice is indicative of honesty, energy, virility or the reverse. Dissimulation is possible only to the extent of misleading the uninitiated; but a little experience in the scientific study of people will soon remedy that lack.

Any disguise in the voice can only be temporary, for instance a coarse-minded individual may assume the modulated and musical intonation of the genteel and refined; nevertheless his nature will betray him despite all attempts to the contrary, if we but study and observe him closely.

Honesty and virility have their distinctive vocal expression, a harsh voice is not the voice of humility, neither is a very soft voice associated with exceptional virility. The hesitating, slow, drawling voice is seldom the voice of honesty, while in the slow, soft, insinuating voice there often lurks deceit. The more the voice is lacking in virility and the more of a squeak in its enunciation the less will it express physical vigor. The eunuch-like voice of weak sexuality is easily recognized by its lack of masculine vigor.

The laugh and smile have a too close relationship to be treated separately. Humor, derision, sarcasm or good-fellowship may all be depicted by either laugh or smile. Furthermore the laugh and



smile in association with the tone of voice may indicate one and the same thing.

A coarse voice, a harsh laugh, and an uncouth smile, when combined in the same individual denote a coarse grained, rough mannered, but not necessarily a questionable character. A rough spoken man may be of a rough texture, yet in honesty and general disposition be far superior to his more refined and accomplished brother. However a pleasant voice is far more attractive than a harsh metallic one.

The voice, laugh or insinuating smile of the libidinous debauchee, whose lip-movement and expression of eye are generally oblique and weak, betrays his lack of sincerity by the very faintness of his efforts.

Watch the leer-eyed, thick-lipped libertine as he rolls his cigarette or lolls his cigar, and listen to his insinuating talk, and you will have no difficulty in classifying him by his tone of voice.

Equally so the shrill womanish enunciation of the sexually weak or exhausted person leaves no doubt as to lack of virility in their tone of voice.

The laugh and smile of such is not any more inviting than their voice. The voice, laugh and smile, if correctly understood must be taken in relation with the head and face, as the various muscular contractions in the face during laughter depict or simply mirror what is going on in the recesses of the brain. In other words, the motive for the laugh or smile can be detected by the outward expression of the one given to laughing or smiling. The degree of hilarity as well as its quality must also be compared with the occasion that arouses it.

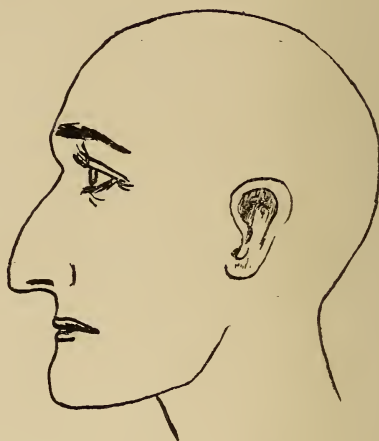
Differences in the individual are such that what might arouse a mere smile in one will often cause an uproarious laugh in another.

The smile of an infant is apt to arouse a pleasurable emotion in the most querulous or pessimistic, because of its purity and inoffensiveness.

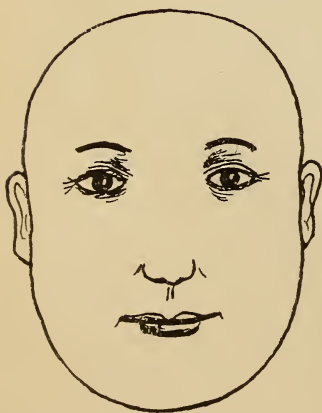
# TEMPERAMENTS



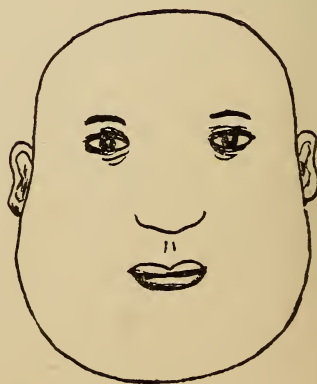
NERVOUS OR  
MENTAL



BILIOUS



SANGUINE



LYMPHATIC OR  
EXCESSIVE VITAL

to be ignored in any business. A long nose may be considered as an addition to or prolongation of a good intellect, while a short broad nose is generally associated with greater muscularity and mechanical tendencies. A straight, medium sized, well shaped nose if associated with clerical or artistic aptitude will generally be found satisfactory. The high-bridged, Roman type of nose is apt to become an obstacle if not associated with a well balanced intellect. Such people are inclined to be bossy, argumentative and often overbearing. If their conduct is regulated by intelligence, they make capable leaders of men in any direction their abilities may take. In such case this type of nose is generally an advantage.

The small uptilted nose denotes inquisitiveness and conceit. They often profess to know what they do not know and their conceit renders them self-sufficient. A broad, flat nose on a level with the eyes at its root indicates the most primitive brute nature. Sharp, narrow pointed noses are mostly associated with fault finding people. Where the nose is small, a mere interrogation point, looking as if it were stuck on for the occasion, do not look for overmuch intelligence associated with such an apology of a nasal organ. There are however, some exceptions. The true value of the above description of noses can only be ascertained when taken in conjunction with the form of head they represent.

### Eyes.

Intelligence, feelings, sentiment and the various moods, all these are expressed by the eye. A clear open eye denotes greater alertness than the half-closed turpid eye, while frankness of verbal expression is also indicated by the clear open eye. The eye deeply set is less prone to verbal expression and is secretive. Boldness is generally associated with the large protruding eye and impertinence is a close ally to it. Slow, dreamy kind of people often have upturned eyes with considerable of the whites exposed. The matter-of-fact and more materialistic type of people generally have a downward or more earthly look about them.

Oblique set eyes are less dependable than straight horizontal ones. Very dark-brown or black indicate greater intensity than eyes light or blue. Fickleness is often expressed by blue eyes, while grey is often a close second to coldness and deliberation.

Beware of the oblique, half closed, deep set eye. Treachery and cruelty are apt to lurk in them. It is with the eyes as with the other facial characteristics, they are subject to nervous and muscular contractions and expansion, but the position and ex-

pression of the eyes more than any other trait, influences our likes or dislikes of a person. Yet, no actor living or dead, has ever been able to portray that indefinable something that the human eye expresses, and no language is subtle enough to convey.

During our sojourn and anthropological researches extending over ten years, amongst the then cannibal tribes in the SOUTH SEA ISLANDS, also among the more or less civilized "Maori" of "NEW ZEALAND"—we invariably observed that the various moods were strongly expressed not only by the eye but also by gesticulation. These children of nature not being versed in modern artificialities could be more readily understood and the expression of their eyes more easily interpreted, inasmuch as their actions were primitive and true to nature.

The simplicity of their habits and lack of vocabulary rendered their actions more direct, while the evident absence of refinement in speech or action exposed them to less misconstruction as to the motive of those actions. As the form of head projected mainly in the animal direction the expression of the eyes did not belie their instincts.

It is with the primitive man as it is with the lower animals; he expresses very much what he feels. We all have inherited traits from more or less distant ancestors of the past and these traits become exposed occasionally despite our utmost efforts to control them; and after all when everything is said or done, proper intelligence is the chief standard by which our actions should be guided.

## TEMPERAMENTS.

### Lesson 7.

Temperamental indications of character are the least understood, although the most important of all the factors in character analysis. Temperament to most people is translated into temper; good, bad, or indifferent, according to how it strikes the person using the word. In fact outside of the scientific and medical professions that term is but seldom intelligently used. Even many in the medical profession are all but ignorant of the great necessity of being able to diagnose and discriminate between the various temperaments and their sub-divisions.

Temperament is founded on an ancient doctrine of four qualities supposed to temper or blend with one another; these are, in the abstract, hot, cold, dry, moist; and in the concrete, fire, air, earth, water. Hence we have the "sanguine, nervous, bilious and lymphatic" temperaments.

Temperament is hereditary, so that differences in temperament, mean constitutional differences of both mind and body. No temperament can be called pure but the predominance of any one of the four temperaments over one another intensifies or modifies the main traits of the individual. The temperaments are often so mixed in one and the same individual that it is impossible to ascertain any actual predominance of any one temperament over another. In such a case we consider the individual as well balanced temperamentally and constitutionally.

Naturally the individual of the well balanced temperament possesses a better chance of survival than the one of less balance.

What is termed the combined temperament, is simply the blending of any of the four temperaments with one another.

The most scientific classification and the one from which we believe the student will derive the most benefit, is the one that the leading scientists of the present day observe and the one which we shall delineate herein. The mental and physical characteristics of the four temperaments are as follows:

#### **The Nervous or Mental Temperament—Physical Characteristics.**

Broad and high forehead; face tapering to a narrow chin, pale complexion, and texture of skin, thin, delicate and often conspicu-



ous by its tightness across the forehead. The hair may be either light or light-brown, eyes blue or gray; nose narrow, nostrils thin, long and narrow, neck long; form of body either tall, slim and thin, or short, slim and thin.

#### **Mental Characteristics.**

The mental characteristics consist of great sensitiveness, excitability, irritability, a tendency to become erratic in thought and actions, prone to exaggerate and lacking in stability. The nervous or mental temperament is furthermore conspicuous by its love of intellectual pursuits and its greater susceptibility of feeling and refinement.

Persons in whom the nervous temperament is excessively developed are subject to neural disorders that eventuate in what is so often called brain-storms, but who in reality suffer from high, nervous tension in some parts of the nervous system immediately concerned, which renders them for the time being unstable if not irresponsible. When the so-called storm is over and normal action is restored, humiliation is often the result, on account of the super-sensitiveness of feeling involved.

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### **THE SANGUINE TEMPERAMENT.**

#### **Physical Characteristics.**

Face broad and square; red, or auburn reddish hair, blue eyes, large open nostrils, chin rounded or square, complexion ruddy; texture of skin moderately firm and of a healthy appearance. Full chest, a brisk and springy walk, muscular and animated in deportment.

#### **Mental Characteristics.**

Highly impulsive, easily aroused to anger, and as easily to forgiveness; exceedingly sociable, sportive, hopeful and resourceful, talkative, superficial and often fickle. Life to the sanguine is a source of enjoyment and physical gratification.

## THE BILIOUS TEMPERAMENT.

### Lesson 8.

#### Physical Characteristics.

Face long, rather than broad; complexion dark and swarthy; texture of skin coarse and dry; hair black or dark brown and coarse. Eyes dark or black; nose prominent and often of the Roman type; neck medium or thick.

#### Mental Characteristics.

Serious, thoughtful, persistent and inquisitive. Firm, ambitious, jealous and revengeful.

Persons of this temperament are generally consistent, capable and enduring; they are also conspicuous for the prominence of their bony system which gives them greater physical solidity and endurance. The liver secretion is more profuse in those of the bilious temperament and it is the latter fact which is responsible for the naming of this particular temperament. (This statement naturally has no reference to a diseased physical condition often called "bilious.") Muscularity is another trait of this temperament.

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## THE LYMPHATIC, OR EXCESSIVE VITAL TEMPERAMENT.

#### Physical Characteristics.

Face large and broad, oval or rounded in form. Complexion light and hair light and sometimes scanty. Texture of skin lax and soft. Eyes often lusterless and dim, light-blue or gray in color, thick, large neck, and heavy thick-set body. This temperament differs from all the preceding in the greater sluggishness of the faculties both physical and mental.

#### Mental Characteristics.

Phlegmatic and slow, persistent, cool, deliberate, not easily moved to enthusiasm. Selfish, a lover of eatables, home comforts and domestic life. It is amongst the lymphatic that we generally meet with the greatest amount of domestic happiness and environment. Although over-fond of material gratification it is amongst

the lymphatic that we encounter the slow, plodding, deliberate characteristics so evident and natural in the conservative mind.

These constitute the principal characteristics of the four main temperaments and are not difficult to recognize by the practiced eye.

The importance of the temperamental mental and physical characteristics as the main factors in character analysis becomes still further evident in the manner of their admixture. It is in the blending of one temperament with another that individual peculiarities become emphasized, and in such a manner as is evidenced in the reproduction of hereditary predispositions which environment will either modify or intensify.

Here it may be noted that although we lay greater stress upon environment than upon heredity in the formation of character; nevertheless temperamental predisposition is apt to influence both body and intellect and must be so recognized. In other words, in the correct interpretation of the individual temperament, we can ascertain the mental and physical traits likely to be associated with each temperament.

In knowing what the principal characteristics of each of the main temperaments comprise, less trouble will be experienced in recognizing the traits of character associated with each of the four primary temperaments.

## VOCATIONAL FITNESS.

### Lesson 9.

Vocational fitness for any pursuit, depends upon the requirements the particular occupation demands. As already stated mere manual or unskilled labor positions are not difficult to fill. Any man or woman of average intelligence and in some cases of even less than average intelligence, but who is physically equal to the service required, can supply the demand.

But that is not so with the higher grades of work. In all the higher grades of industries open to men or women, a certain amount of skill is necessary in the labor performed, and the more high-grade the work the greater the dexterity required.

There exists no trade nor profession, either old or new, but some one person more than another will show an aptitude for the same.

We maintain that such aptitude can be discerned through the external traits as manifested by the form of head, face, and body of the man or woman, whether applicant, employee or executive.

We must not look upon a man or woman as a mere machine, and expect them to be fitted to do just the one thing all the time, to the exclusion of every other kind of work. True, he may gain dexterity and learn to perform his task automatically, and that with the least mental effort; but this is not the purpose we have in view, when we advocate vocational fitness as the main factor in any occupation that involves mental and physical exertion. Every foreman, or superintendent of men or women in whatsoever line of work engaged, should not only have a technical acquaintance with the work engaged in, but also have an intelligent conception of the main traits and aptitudes of the men and women he supervises.

For lack of this knowledge we maintain that fully seventy-five per cent of such executives are misfits, as very few of them in their intercourse with the employees under them have acquired sufficient data as to the mental and physical adaptability of the employees for the performance of the work undertaken. In our interviews with executives we repeatedly hear them use the word "guess" in relation to the fitness or unfitness of employes. "I guess he or she will make good" is more than often the standard of merit

expressed as to the individual fitness of any male or female employee.

The principal trouble exists in a lack of systematized knowledge applied in the hiring and dismissal of either applicant or employee. Mere unsystematized impressions are too often the rule by which the average executive is guided in his selection of applicants for positions. Because a certain face looks good to him, it must of course be his prerogative to endow such a face with the qualities that are necessary for the particular position, and in such a case if there exists any doubt as to the adaptability of the applicant for the service in question, the house employing such applicant generally gets the benefit.

That very valuable asset, individual resourcefulness and adaptability to the general requirements of an establishment should be sought after, but too often it is not. It may also happen that an applicant has gained experience in a certain limited line of work to an extent whereby he manifests skill or dexterity and impresses the head of the department as being an efficient worker; yet such a worker may only be efficient so far as repetition of the same motions or mechanical processes are concerned, without showing any deeper interest in the work performed outside of the necessity of producing the immediate result demanded.

But here we have only an individual worker of limited opportunity to manifest, that through his repeated activity of the same functions he has attained sufficient expertness to give satisfactory service to his employer. We do not dispute that skill or dexterity in any line of work will come with experience, but that does not imply that the most experienced is the most skillful or adroit worker. Nevertheless skillfulness and large efficiency must not be expected from a mere mechanical process re-enforced by repetition. It is here that fitness for the particular task undertaken is necessary and large capability and adaptability prove their value. No man would expect a racer to do the work of a plough-horse, neither would you confound the performance of a Paderewski with that of an organ grinder. Yet these performers may each exhibit a similar or proportionate degree of skill in the handling of the instruments.

The fitness of the man for any line of work depends upon the inherent individual adaptability for the work undertaken, and will manifest itself in the personal interest and satisfaction derived from such work by the worker. The remuneration for the service



performed is largely an economic question regulated by the law of demand and supply, and excepting that it acts as an incentive to spur a man on to extra efforts it has nothing whatsoever to do with the individual merit of fitness as exhibited by the worker in his every day occupation.

Under the ordinary "hit and miss" method, days, weeks, and months may be necessary before the actual fitness of the man or woman for any particular pursuit can be ascertained, and as a consequence managers or department heads may be ever so energetic or enterprising, but just as long as their innate conservatism confines them to the old unscientific methods of "hiring and firing" they can not attain the results that a scientific knowledge of "Human Nature" would secure for them.

## MOTIVES AS THE UNDERLYING BASIS OF ALL CHARACTER EXPRESSION.

### Lesson 10.

The last but not least factor in character analysis resolves itself into the question of motives.

Here we may consider ourselves on the threshold of the "Unknown," but not "Unknowable." As long as man is a reasoning being his actions for good or evil will be swayed by motivity, good or bad; it all depends upon the personal interest that influences our actions whether our reason for doing any one thing is stimulated by our innate selfishness or benevolence. In other words, what is the predominating exciting cause or reason for any of our actions? It is through scientific character analysis that the solution of this perplexing problem must be approached if approached at all. It is the "crux" of the whole scheme, and without it all our efforts would be in vain.

Whether a person be a business man, a lawyer, manual worker or mere parasite, the underlying motive for his being what he is and professing what he does will be manifest through a scientific study of man himself, and in the method he employs to gratify his instincts and desires, he will reveal the more or less predominating influences that induced him to act thus or so. And in proportion that we can induce intelligent men and women to seriously contemplate, and with an open mind discerningly learn to apply, these teachings in their every-day transactions can we hope to approximate the golden rule.

We here admit that the extremely selfish, the fraudulent, and the elastic in conscience will have something to lose in its contemplation and study. But such loss will simply mean the elimination of questionable practices and the substitution of righteous conduct.

We here reiterate, that all our moral, mental and physical attributes are nothing more than the result of our physical, intellectual and spiritual environment plus the hereditary temperamental qualities by which these attributes are either stimulated or the reverse.

In the last analysis it may be truly said that "MAN IS WHAT

HE MAKES HIMSELF." In making this last statement, we do not mean to convey the thought, that by reasoning any man can find out the nature of the "CREATOR."

We merely desire to point out what seems to us the most efficient way of studying "HIS" laws in the physical world by drawing attention to what we consider an improved and superior method of investigating the possible inherent traits as they manifest themselves in his conduct, through the external indications of the head, face and body.

# CLASSIFICATIONS.

## Applicants.

**MANUAL LABOR.** Ordinary manual labor can be performed by any person of average intelligence or even less than average intelligence, providing they are physically healthy and possess the required muscularity necessary for the work. A human, intelligent boss, can handle a gang of men to greater advantage, than an expectorating, swearing, cursing, "damn you" kind.

Amongst ordinary laborers the high-bridged Roman nosed type are generally the most difficult ones to master. As a rule they are aggressively good workers, but you must look out for storms if you have more than one or two in a gang of, say, twenty men. In ditch or well work, where a long reach is supposed to be an advantage to a man, it does not follow that a tall man makes a better shovel man than the shorter man, in fact a tall man is apt to suffer from backache much quicker than the short man. Unless the tall man in conjunction with the longer reach of arms, combines the muscular flexibility of the shorter man, his mere height would prove a disadvantage whether his work was surface, ditch or well-sinking work. A thick-necked, well proportioned physical type of man will have the advantage over the more slender-necked, taller and slighter type.

In the physical laborer the head and face formation are of rougher texture, and unless he dissipates he will generally prove honest. Therefore the brawny, muscular man has the advantage where hard manual labor is concerned.

There is no man so low in intelligence that he may not if given an opportunity and right environment improve his condition through the proper exercise of his mentality.

There never has been a time that inferior positions could not be filled much quicker than the higher ones and where good quality is associated with quantity we get the better results. Therefore no alarm need be felt as to the lack of supply.

## Mechanical.

In the selection of men for the various trades or professions

necessitating mechanical skill it will be found that the more brainy, heavier type of man will show a fitness for higher class of constructive work, especially so where bulk is concerned. A strongly, largely built and brainy man, possessed of mechanical aptitude will have an inherent ambition to exercise his abilities with or upon machinery that is bulky and imposing, while the more delicately formed and brainy mechanic will exhibit an affinity for the finer, artistic but less bulky and imposing mechanical adjustment.

But whether it is the higher or lower grades of mechanical work, the main requisites in every applicant resolves itself into whether such applicant has the mental and physical equipment necessary for the service he applies and is anxious to give.

There should only exist one uniform rule in the selection of any kind of service and that rule should consist in merit and in proportion that such rule is deviated from, eventual failure in the attainment of the proper objective will be the result. Therefore the formation of head, face, and body must at all times be taken as evidence to individual fitness in conjunction with any technical training and credentials before the actual merit of any applicant can definitely be decided.

An applicant may have every indication of being a prospectively good acquisition for a concern, but unless he can demonstrate by the skillfulness and diligence he exercises that he understands and can satisfactorily perform the work he applied for, untrained intelligence would put him in the ranks of the inexperienced.

### **Clerical, High and Low.**

The higher form of clerical work, whether commercial or professional, necessitates traits of character in conformity with the duties in question. For instance, it will be experienced that a long, narrow-headed clerk, male or female, is capable of doing uniform good detail work, where resourcefulness or originality are not requisites, the mere monotony or sameness of the work will not discourage them, and providing the remuneration is satisfactory little trouble need be experienced in their maintenance of the position they fill. The main characteristics of such consists of a rather narrow, contracted forehead, dark-brown or black eyes; short, straight but well-formed nose, elongated, rather than broad nostrils, associated with long hands and long fingers. There exists a preponderance of the bony over the fleshy system approximating to the bili-



ous temperament. Their hair is straight, dark-brown or black. They are generally honest, dependable, saving and industrious. Their sense of humor is equal to a Quaker at a prayer-meeting and they are as particular in little matters as if their life depended upon being exact. Consequently they can give satisfactory service where uniformity, diligence and steadfastness is required.

Where these self-same characteristics are associated with a more expansive forehead, and more virile physical conditions we have the possibilities of an able executive. The dark-haired, dark-eyed, mental-bilious temperament is productive of the best quality of clerical service, providing other necessary traits are associated and conform to the service demanded. We do not maintain that any other type of head, or color of hair and eyes would not as well succeed, we simply imply that the balance of evidence is in favor of the dark-haired and dark-eyed. This applies in particular to indoor clerical work, whether high or low.

### **Salesmanship.**

In our intercourse with employment agencies at least one out of every three male applicants for positions professes to be a salesman, and if not a salesman already, anxious to become one.

There must be something very alluring in salesmanship, when robust, muscular and presumably intelligent young men are anxious to devote the most interesting portions of their life to the selling of some commodity or another to somebody that either needs it or does not need it.

And these salesmen range from the high grade five thousand dollars a year man to the down at the heels one dollar or less a day peripatetic canvasser or peddler. Out of these legions of salesmen fully seventy-five per cent fall down by the wayside, or constitute what may be termed misfits. And right here we have no hesitation in stating that the numerous institutions that profess to turn out bona-fide salesmen turn out more grafters than this free country can help to support.

There exists no such a thing as a born salesman, a successful salesman like any other successful man no matter what his calling needs diligent training and experience. As it is many young men are induced to become unsuccessful salesmen and grafters who might have had an honorable outlet for their energies in farming or some mechanical trade where remuneration is less uncertain and success more meritorious.

We in this booklet cannot give or go into detail as to the qualifications necessary in the various and multitudinous kinds of salesmanship which will be more or less covered in our larger work on character analysis, but a few hints to the embryo or would-be salesman may either decide him for or against the art of salesmanship.

The following characteristics must be inherent in a successful salesman :

GOOD HEALTH ; HONESTY ; HOPEFULNESS ; APPLICATION ; IMPLICIT FAITH IN THE HOUSE YOU REPRESENT AND IN THE MERIT OF THE COMMODITY YOU HAVE TO DISPOSE OF.

THE HIGH-GRADE SALESMAN that commands a salary of five thousand dollars and upward is the exceptional type of man, generally endowed with more than one talent, and a man of more than average ability.

The rank and file of salesmen average much less, and the supply is as a rule much greater than the demand.

The degree of salesmanship varies with the type of individual. We have known men and are acquainted with some of them yet, that can stand at the street corner and sell anything from a razor strop to a secondhand Ford machine ; others again would suffer from cold shivers if told to dispose of a sandwich. The fact is an indoor salesman does not necessarily make a good outdoor salesman, nor does an outdoor salesman generally become a good indoor man, although we admit that some can become either. However, there are certain verifiable indications that signify whether we have an indoor or outdoor man.

In the indoor man the backward projection of the head from the opening of the ear is much greater than in the outdoor man ; and as a consequence he is inclined to localize his efforts ; and it is through his local acquaintanceship that his main success depends.

The outdoor salesman cannot boast of such facility to localize his activities, his backhead being straight up and down, it disinclines him for indoor efforts and creates a restlessness that only an active out-of-door life can satisfy. Furthermore, it will be found that even where an otherwise indoor man does take to outdoor work it is generally with a view of gaining experience so that when he is in a position to marry, he can settle down and enjoy and profit by his experience.

Again, some men are great talkers, hustlers and aggressive in

their methods, while others are more conservative of their energies ; nevertheless both of these types may become good salesmen, the former generally will talk a prospective customer into buying something that he does not want while the latter will be more at his ease from behind the counter where a generous and well classified assortment of wares and where through proper display of the same he can afford to allow the prospective customer to choose for himself, and with a judicious hint once in a while prompt the prospect to buy something he really needs. Of course, there is no high road in the process of making a sale, only as the method fits the individual can he become a successful salesman. A study of the head and facial characteristics as delineated in this booklet is applicable in the selection of salesmanship.

An admixture of the mental, sanguine vital temperaments is a happy blending for an outdoor salesman, while the mental, vital, bilious, sanguine harmonizes with what constitutes the indoor man.

The more delicately textured salesmen should associate themselves with the finer class of goods, while the rougher type of men will more easily affiliate with the less delicate materials.

It is equally applicable to the saleslady. A person with strong culinary proclivities may not be a misfit in selling eatables, but we would more than hesitate before we would recommend her to be placed behind the counter of a high-grade jewelry store.

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C D VELIE  
SECT & TREAS.

DEERE & WEBBER CO.  
MINNEAPOLIS

Oct. 15, 1915.

TO WHOM IT MAY CONCERN:

Dear Sir:-

Mr. Joseph Blumenthal gave a series of lectures to the principals of our office force last winter, which were extremely interesting and beneficial to all and we can strongly recommend Mr. Blumenthal's work. We believe his series of lectures will help us materially in the matter of selecting and designating the work of our employes.

Yours very truly,

DEERE & WEBBER COMPANY.

CDV:A

By

A. D. Velie



M.W. SAVAGE, PRESIDENT  
E. B. SAVAGE, GENERAL MANAGER

## M.W. Savage Factories, Inc.

QUALITY MERCHANDISE AT LOWEST POSSIBLE PRICES.

### OUR GUARANTEE

WE GUARANTEE EVERY PURCHASE MADE FROM US TO BE ENTIRELY SATISFACTORY. IF FOR ANY REASON YOU ARE NOT THOROUGHLY SATISFIED WITH ANY ARTICLE PURCHASED FROM US, OR IF YOU DO NOT CONSIDER YOU HAVE RECEIVED EXCELLENT VALUE FOR YOUR MONEY, WE WANT YOU TO RETURN IT AT OUR EXPENSE AND YOUR MONEY WILL BE CHEERFULLY REFUNDED TOGETHER WITH ANY TRANSPORTATION CHARGES YOU HAVE PAID.

FASTEST GROWING MAIL ORDER HOUSE IN THE WORLD.

3<sup>RD</sup> STREET AND 2<sup>ND</sup> AVE. NORTH  
MINNEAPOLIS, MINN.

Sept. 1, 1915.

Mr. Jas. Blumenthal,  
City.

Dear Sir:- The more experience that I have with the men that you have selected under your system of Character analysis, the more I am impressed with the real value of the scientific employment of help. The instruction you have given our employment manager is proving of great value to him in his work, although for the higher paid and more responsible positions, we will probably have occasion for a time at least, to call upon you for assistance.

Yours truly,

*E. E. Vanier*  
act. Mgr.

CEV-JWS



# The University of Minnesota

Department of Agriculture

University Farm, St. Paul, Minn.

SCHOOL OF AGRICULTURE

A. F. WOODS . . . . . Date  
D. D. MAYNE . . . . . Principal

May 5, 1914.

To Whom It May Concern:

This is to certify that Mr. Joseph Blumenthal has by my invitation appeared before the School of Agriculture during the Assembly Hour and also before my classes in Industrial Education in lectures and demonstrations in vocational guidance. He has been very helpful to us in this service and made some analyses of students that showed remarkable power in discerning character and aptitude.

Very respectfully,

*D. D. Mayne*  
Principal.

WM. H. DUNWOODY, CHAIRMAN OF THE BOARD

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The Northwestern National Bank  
Minneapolis

CAPITAL \$3,000,000 SURPLUS \$2,000,000

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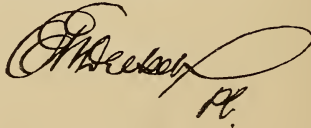
July 23, 1912.

Mr. James W. McCandless,  
Educational Secretary, Y. M. C. A.,  
City.

Dear Sir:-

Professor Blumenthal spent about an hour and a half in this office looking over our employees. During that time, he characterized about forty of our clerks. His characterizations were remarkably accurate and in but one or two cases, would we dispute them.

Very truly yours,

A handwritten signature in dark ink, appearing to read "E. W. Decker", with a large, sweeping flourish extending to the right.

THE MINNEAPOLIS JOURNAL

H.V. JONES, EDITOR  
MINNEAPOLIS, MINN.

July 31st, 1912.

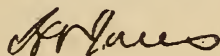
Mr. Joseph Blumenthal,

Minneapolis, Minn.,

Dear Sir:-

How will this do?----- I believe your work is most important in any community. I put you to the test in several instances where observation of ten years over boys has given me insight into their character and temperament. You have satisfied me thoroughly in examining these cases that you have at hand a law of the physical man that works. When I look at a piece of wheat, I can approximate closely its yield based on characteristics that stand out to me. As I interpret your work, you judge a boy by these same characteristics, and can give valuable advice as to the vocation he should take up. ----

Yours very truly,



Editor.











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